## Bay Area Local Contractors Reach of Channel Utilization for Federal Fiscal Year 05

Channels utilized for services provided

Reporting Period		1, 2004 - 31, 2005	_	April 1, 2005 - September 30, 2005		Totals
Activity	Utilized Channel	Percent of Agencies	Utilized Channel	Percent of Agencies	Average Utilized Channel	Average Percent of Agencies
LOCAL CONTRACTS	24	100%	26	100%	25	100%
CHANNELS						
Colleges and Universities	4	17%	6	23%	5	20%
Community Based	15	600/	177	<b>(F0</b> /	16	C 40/
Organizations	15	63%	17	65%	16	64%
Community Clinic Community Youth	10	42%	10	38%	10	40%
Organizations	11	46%	12	46%	12	46%
Faith/Church Sites	7	29%	10	38%	9	34%
Farmers' Markets	11	46%	12	46%	12	46%
Food Closets	8	33%	8	31%	8	32%
Grocery Stores	6	25%	7	27%	7	26%
Healthcare Facilities	6	25%	3	12%	5	18%
Healthy/Head Start	7	29%	9	35%	8	32%
Internet	15	63%	17	65%	16	64%
Parks, Recreation Centers	9	38%	12	46%	11	42%
Preschools	9	38%	10	38%	10	38%
Print Media	18	75%	21	81%	20	78%
Public Health Department	14	58%	14	54%	14	56%
Radio	7	29%	10	38%	9	34%
Restaurants	1	4%	0	0%	1	2%
Schools	19	79%	20	77%	20	78%
Senior Centers	5	21%	8	31%	7	26%
Soup Kitchens	5	21%	6	23%	6	22%
Television	5	21%	9	35%	7	28%
Tribal Organizations	2	8%	4	15%	3	12%
WIC Sites	10	42%	9	35%	10	38%
Worksites	10	42%	6	23%	8	32%
Other	13	54%	12	46%	13	50%

LOCAL TOTALS

## Bay Area Local Contractors Reach of Media Advertising Efforts for Federal Fiscal Year 05

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period	October March 3	1, 2004 - 31, 2005	_	April 1, 2005 - September 30, 2005		Γotals
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS TV	24		26			
paid TV ads	7	0	1	500,000	8	500,000
free TV ads	0	0	12	82,085,000	12	82,085,000
Radio						
paid radio ads	0	0	1	80,000	1	80,000
free radio ads	0	0	7	244,192	7	244,192
Print						
paid ads placed	4	94,000	4	394,989	8	488,989
Outdoor						
paid ads placed on billboards, bus stops, or other outdoor advertising	0	0	1	4,013,984	1	4,013,984
free print ads on kiosks or posters	2	0	3	416,528	5	416,528
LOCAL TOTALS	13	94,000	29	87,734,693	42	87,828,693

### Bay Area Local Contractors Reach of Public Relation Efforts for Federal Fiscal Year 05

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

	October	1, 2004 -	April	1, 2005 -	37	m . 1
Reporting Period	March	31, 2005	_	er 30, 2005	Year Totals	
T C.A. I	Inner	Consumer	T	Consumer	Takal Income	Total Consumer
Type of Advertising	Inputs	Impressions	Inputs	Impressions	Total Inputs	Impressions
LOCAL CONTRACTS	24		26			
TV					T	1
# Agencies that submitted media alerts or tip sheets to TV	2	n/c	6	n/c		n/c
# Media alerts or tip sheets submitted	13	n/c	63	n/c	8 76	n/c
# Agencies that submitted press releases	5	n/c	9	n/c		n/c
# press releases submitted	73	n/c	96	n/c	14 169	n/c
TV stories aired from releases	0	n/c	0	n/c	0	n/c
Total TV interviews conducted	13	n/c	0	n/c	13	n/c
TV stories from interviews	7	n/c	0	n/c	7	n/c
		n/c		n/c		n/c
Total number of TV inputs	113	11/6	174	11/0	287	ще
Radio						
# Agencies that submitted media alerts or						
tip sheets to radio	3	n/c	6	n/c	9	n/c
# Media alerts or tip sheets submitted	25	n/c	45	n/c	70	n/c
# Agencies that submitted press releases	6	n/c	9	n/c	15	n/c
# Press releases submitted to radio	57	n/c	69	n/c	126	n/c
Radio Stories from releases	1	n/c	8	n/c	9	n/c
Total # radio interviews conducted	9	n/c	9	n/c	18	n/c
Total # radio interviews aired	5	n/c	7	n/c	12	n/c
Total number of radio inputs	106	n/c	153	n/c	259	n/c
·						
Print						
# Agencies that submitted media alerts or						
tip sheets to newspaper	7	n/c	9	n/c	16	n/c
# Media alerts or tip sheets submitted	2,569	n/c	275	n/c	2,844	n/c
# Agencies that submitted press releases	0	n/c	14	n/c	14	n/c
# Press releases submitted to print	68,749	n/c	444	n/c	69,193	n/c
Total print stories printed	8	n/c	31	n/c	39	n/c
Interviews with print outlets	24	n/c	38	n/c	62	n/c
Print Stories from interviews	14	n/c	39	n/c	53	n/c
Total number of print inputs	71,371	n/c	850	n/c	72,221	n/c
LOCAL TOTALS	71,590	n/c	1,177	n/c	72,767	n/c
n/c = not collected						
Consumer Impressions may be duplicated of	rounts					

### Bay Area Local Contractors Reach of Media Advocacy Efforts for Federal Fiscal Year 05

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period	October 1, 2004 - March 31, 2005		-	, 2005 - r 30, 2005	Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
LOCAL CONTRACTS	24		26			
# Feature Articles Submitted	10	n/c	16	n/c	26	n/c
Total Feature Stories Run	9	n/c	17	n/c	26	n/c
# Letters to Editor Submitted	1	n/c	7	n/c	8	n/c
Total Letters to the Editor Run Total Editorial Board Meetings	1	n/c	6	n/c	7	n/c
Attended	0	n/c	0	n/c	0	n/c
LOCAL TOTALS	21	n/c	46	n/c	67	n/c

n/c = not collected

### Bay Area Local Contractors Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

	October 1, 2004 -			Year Totals	
March 3	31, 2005	Septembe	r 30, 2005	icai .	iotais
Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions
24		26			
2	275	2	190	4	465
10	142	3	55	13	197
4	225	8	1,200	12	1,425
16	642	13	1,445	29	2,087
4	152	28	352	32	504
40	978	89	2,029	129	3,007
10	1,585	68	4,123	78	5,708
	0.715	105	6504	220	9,219
	Number of Events / Activities  24  2  10  4  16	Number of Events / Activities	Number of Events / Activities   Impressions   Number of Events / Activities	Number of   Participants   Consumer   Impressions   Events / Activities   Impressions   Activities   Impressions   Events / Impressions   Events / Events	Number of Events / Activities   Number of Events / Activities   Impressions   Number of Events / Activities   Events / Activities   Events / Activities   Events / Activities   Events / Activities

Reach of Sales Promotions Activities continued on the next page

# Bay Area Local Contractors Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2)

Reporting Period		1, 2004 - 31, 2005	April 1, 2005 - September 30, 2005		Year Totals	
Activity	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions
LOCAL CONTRACTS	24		26			
Other Special Events						
# organized sports events	42	3,870	34	11,111	76	14,981
# health fairs/festivals	97	24,524	181	168,305	278	192,829
# community forums	8	800	18	817	26	1,617
# federal food assistance	143	22,569	19	7,230	162	29,799
# swap meets	0	0	1	1,000	1	1,000
# open houses/back to school	20	3,002	204	81,734	224	84,736
# speeches, conferences	7	18	18	5,891	25	5,909
# of other events	233	513,880	159	26,933	392	540,813
# radio remotes	0	0	3	225	3	225
Total Special Events	550	568,663	637	303,246	1,187	871,909
LOCAL TOTALS	620	572,020	835	311,195	1,455	883,215

#### **Bay Area Local Contractors** Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 3)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be included in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

D	October	1, 2004 -	April 1, 2005 -		Year Totals		
Reporting Period	March 3	March 31, 2005		September 30, 2005		i ear Totais	
Activity	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Total Number of Classes / Activities	Total Consumer Impressions	
LOCAL CONTRACTS	24		26				
Classes and Trainings							
# nut ed classes conducted	11,920	779,060	7,620	486,003	19,540	1,265,063	
# provider training classes	251	10,381	148	3,292	399	13,673	
# pa-nut class	6,406	148,062	750	8,716	7,156	156,778	
# "other" classes	950	24,563	665	18,195	1,615	42,758	
Total Classes and Trainings	19,527	962,066	9,183	516,206	28,710	1,478,272	
Reach of Network Personal Sales	Activities for Loc	als on the follo	wing page				

Reach of Perso	•	rea Local ( ctivities Fed			e 2 of 3)	
Reporting Period	October March 3	•	April 1 Septembe		Year	Γotals
Activity	Quantity Distributed	Consumer Impressions	Quantity Distributed	Consumer Impressions	Total Quantity Distributed	Total Consumer Impressions
LOCAL CONTRACTS	24		26			
Materials Distributed						
Other Nutrition Materials, Non- Network Produced						
# Other Program curriculum previously developed	4235	n/c	25,585	n/c	29,820	n/c
# Other Program promotional item previously developed	76,770	n/c	87,964	n/c	164,734	n/c
# Other Program flyers, newsletters previously developed	46,189	n/c	38,851	n/c	85,040	n/c
# Other Program other types of materials previously developed	55,379	n/c	27,099	n/c	82,478	n/c
Total Other Nutrition Materials, Non-Network Produced	182,573	n/c	179,499	n/c	362,072	n/c
n/c = not collected		1 01				

Reach of Network Personal Sales Activities for Locals on the following page

## Bay Area Local Contractors Reach of Network Personal Sales Activities Federal Fiscal Year 05 (Page 3 of 3)

Reporting Period  Activity	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
	Quantity Distributed	Consumer Impressions	Quantity Distributed	Consumer Impressions	Total Quantity Distributed	Total Consumer Impressions
LOCAL CONTRACTS	24		26			
Food Stamp Materials						
Food Stamp Brochures	2,303	n/c	31,943	n/c	34,246	n/c
Food stamp awareness flyer	3,723	n/c	2,116	n/c	5,839	n/c
Food stamp recipes and tip sheets	2,450	n/c	100	n/c	2,550	n/c
CFPA food stamps work	200	n/c	700	n/c	900	n/c
To your health! food safety brochure	115	n/c	144	n/c	259	n/c
WIC materials	1,675	n/c	6,337	n/c	8,012	n/c
FSNEP, EFNEP materials	340	n/c	905	n/c	1,245	n/c
Summer Food Program information	519	n/c	84,013	n/c	84,532	n/c
USDA Eat Smart Play Hard	105,515	n/c	1,400	n/c	106,915	n/c
LIA FS or meal promotion flyer, fact sheet	0	n/c	3,050	n/c	3,050	n/c
Other info-educational materials	15,478	n/c	39,288	n/c	54,766	n/c
Total Food Stamp Materials	132,318	n/c	169,996	n/c	302,314	n/c
LOCAL TOTALS	334,418	962,066	358,678	516,206	693,096	1,478,272

n/c = not collected

### Bay Area Local Contractors Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)

Environmental change includes changes to the economic, social or physical environments.

Reporting Period	October March 3		_	April 1, 2005 - September 30, 2005		Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies	
LOCAL CONTRACTS	24	100%	26	100%	25	100%	
ENVIRONMENT							
Advocated for increased fruits and vegetables at local stores	9	38%	7	27%	8	32%	
Developed partnerships to work towards environmental change	19	79%	18	69%	19	74%	
Developed, maintained school or community garden	12	50%	8	31%	10	40%	
Encouraged restaurants and grocery stores to carry culturally appropriate foods	2	8%	4	15%	3	12%	
Improved food choices at functions	21	88%	21	81%	21	84%	
Improved food choices in cafeteria	13	54%	10	38%	12	46%	
Increased daily nutrition announcements	17	71%	17	65%	17	68%	
Increased lighting, paths, times to promote biking and walking	3	13%	3	12%	3	12%	
Initiated/Implemented salad bar program	1	4%	7	27%	4	16%	
Limited access to high fat milk products	7	29%	7	27%	7	28%	
Limited access to junk food	13	54%	15	58%	14	56%	
Limited access to soda	11	46%	15	58%	13	52%	
Made healthy snack carts available	5	21%	9	35%	7	28%	
Replaced vending machine choices with healthier foods	8	33%	11	42%	10	38%	
Worked to improve transportation from markets	2	8%	4	15%	3	12%	

#### LOCAL TOTALS

Policy, Systems & Environment changes continue on the next page.

## Bay Area Local Contractors Reach of Policy Change Efforts for Federal Fiscal Year 05 (page 2 of 2)

Policies include laws, regulations and rules (both formal and informal). Examples: school board food policies banning the sale of soda and junk food on school campuses; organizational rules that provide time off during work hours for physical activity.

Reporting Period	October 1, 2004 - March 31, 2005		-	, 2005 - r 30, 2005	Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
LOCAL CONTRACTS	24	100%	26	100%	25	100%
POLICY		T		1		1
Passed city ordinances that related to physical activity or nutrition	3	13%	0	0%	2	6%
Passed regulations that decreased or eliminated soda	5	21%	3	12%	4	16%
Policy changes related to Food Security	7	29%	5	19%	6	24%
Ratified rules about serving healthier foods at events	6	25%	9	35%	8	30%
Ratified rules to promote physical activity	6	25%	6	23%	6	24%
Worked towards creating laws that banned sponsorship from competitive foods	3	13%	9	35%	6	24%
Worked towards or responded to policies about food stamps, food security to food banks	5	21%	4	15%	5	18%
Worked with groups for policy agenda	9	38%	17	65%	13	51%
Wrote or responded to legislative bills pertaining to healthy eating or physical activity	8	33%	9	35%	9	34%
Other environmental changes	6	25%	5	19%	6	22%